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CLAIMS:

1. A security element comprising an elongate strip of a light transmitting polymeric substrate, said

5 substrate being provided with a magnetic feature and a metallic design, the metallic design being provided by a combination of metal and non-metallic regions and comprising indicia, characters, patterns, designs, or geometrical shapes or a combination of the aforesaid
10 design comprising at least one repeating pattern of which one or more of the frequency, the instantaneous amplitude and/or the maximum amplitude of the pattern varies along the length of the element, said pattern being positioned relative to the magnetic feature such
15 that it does not overlap therewith.

2. A security element as claimed in claim 1 in which the magnetic feature comprises a continuous layer.

20 3. A security element as claimed in claim 1 in which the magnetic feature comprises a discontinuous layer.

4. A security element as claimed in any one of the preceding claims in which the magnetic feature
25 comprises indicia, characters, patterns, designs, geometrical shapes or the like.

5. A security element as claimed in any one of the preceding claims in which the magnetic feature
30 comprises a machine readable bit pattern sequence.

6. A security element as claimed in any one of the preceding claims in which pattern is provided by demetallised regions in a metal layer.

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7. A security element as claimed in claim 6 in which the metal layer cover the magnetic feature.

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8. A security element as claimed in any one of the preceding claims in which the pattern is provided by discrete metal regions.

5 9. A security element as claimed in claim 8 in which the magnetic feature is not covered by metal regions.

10 10. A security element as claimed in claim 9 in which the magnetic feature is overprinted with a black or coloured ink.

15 11. A security element as claimed in claim 9 in which a layer of optically variable, photochromic or thermochromic material is provided over at least the magnetic feature.

20 12. A security element as claimed in claim 9 in which a masking layer is provided over the magnetic feature having a colour at least as dark as that of the magnetic feature to disguise the format of the magnetic feature.

25 13. A security element as claimed in any one of the preceding claims in which the design of magnetic feature and the pattern of the metallic feature are complementary.

30 14. A security element as claimed in any one of the preceding claims in which the magnetic feature and the pattern of the metallic feature combine to comprise an authenticating feature.

15. A security element as claimed in any one of the preceding claims in which the magnetic feature has an

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amount of magnetic material which does not vary in any cross section of the security element.

5 16. A security element as claimed in any one of the preceding claims in which the magnetic feature comprises a plurality of layers of magnetic materials having differing characteristics.

10 17. A security element as claimed in any one of the preceding claims in which the metallic design is provided by the application of metallic ink to the substrate.

15 18. A security element as claimed in claim 17 in which the design is provided by a plurality of layers of metallic inks having differing characteristics.

20 19. A security element as claimed in any one of the preceding claims in which a layer which has a functional effect, such as luminescence or IR absorbing, is applied to the element.

25 20. A security substrate comprising a base substrate in which a security element according to any of the preceding claims is at least partially embedded.

30 21. A security substrate comprising a base substrate to at least one surface of which a security element according to any of the preceding claims is applied.

22. A security document made from the security substrate of claim 20 or 21.

35 23. A security document as claimed in claim 22 one or both sides of which have been printed with identifying indicia.

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24. A security document as claimed in claim 23 in which the printing includes at least one of the repeating patterns of the metallic design.

5 25. A security document as claimed in any one of claims 22 to 24 comprising a bank note, cheque, ID card, bond, certificate of authenticity, stamp, security label, voucher, brand protection article or the like.

10 26. A security element substantially as hereinbefore described with reference to and as shown in the accompanying drawings.

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